

# Methods to Explore the Customer Perspective

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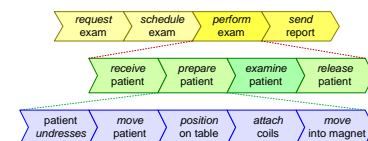
## Abstract

This presentation provides a set of techniques to explore the customer perspective. The main purpose is for an organization to understand its customer sufficiently. Architects need this level of understanding to guide specification and design.

### Distribution

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draft  
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# Overview of methods

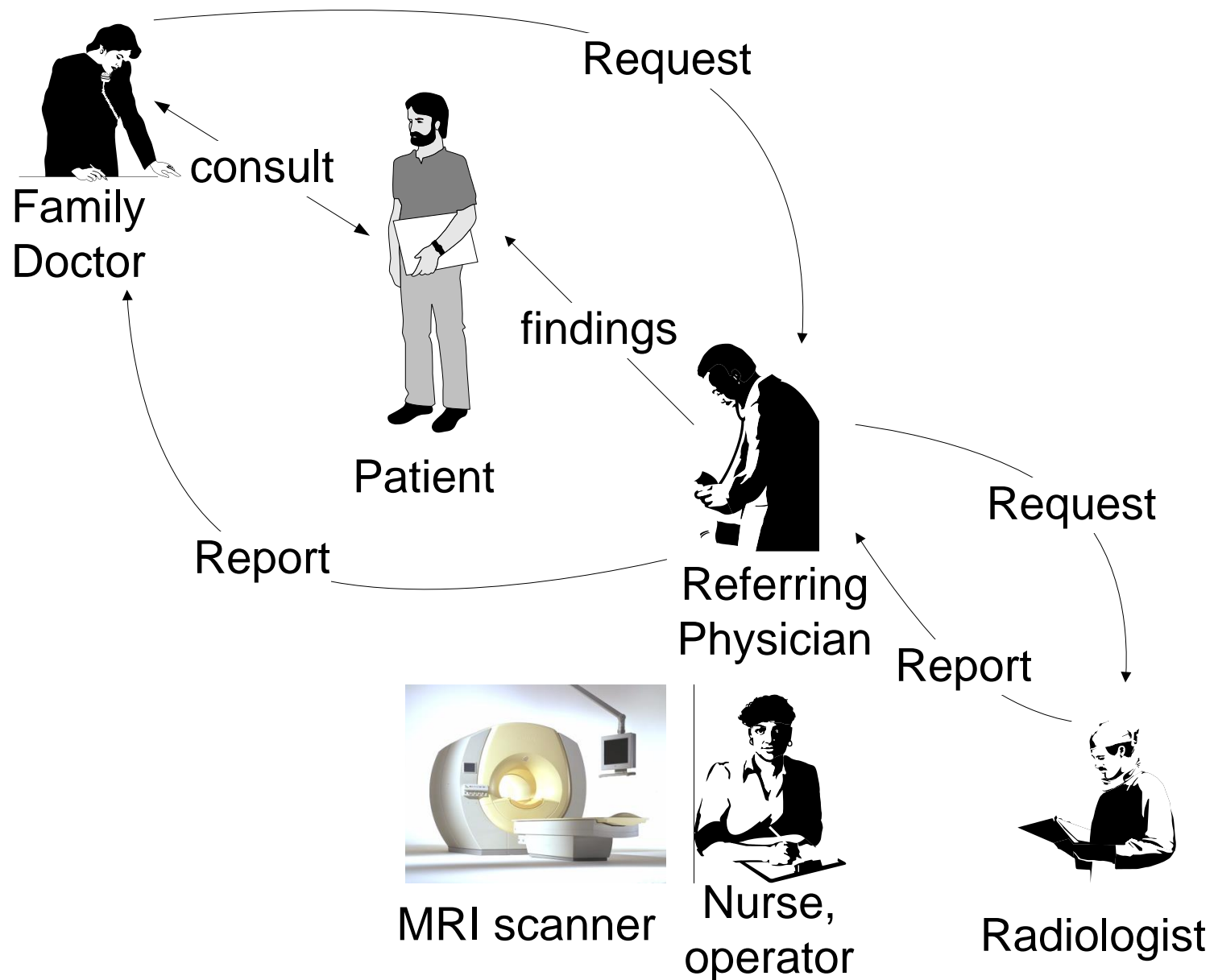
<b>what</b>	story telling, scenario	<a href="http://www.gaudisite.nl/info/StoryHowTo.info.html">http://www.gaudisite.nl/info/StoryHowTo.info.html</a>
<b>who</b>	stakeholders and concerns	<i>humans</i> <i>organizations</i> <b>autonomous behavior</b> <b>emotions</b>
<b>how</b>	system context diagram	<i>human-made artifacts</i>
	workflow	
<b>when</b>	timeline	<b>from seconds to years</b>
<b>where</b>	map	<b>from nanometers to kilometers</b>
<b>why</b>	customer key driver graph	
	productivity model	<a href="http://www.gaudisite.nl/info/KeyDriversHowTo.info.html">http://www.gaudisite.nl/info/KeyDriversHowTo.info.html</a>
<b>financial</b>	cost of ownership model	
	money flow	

# Scenario: Patient George

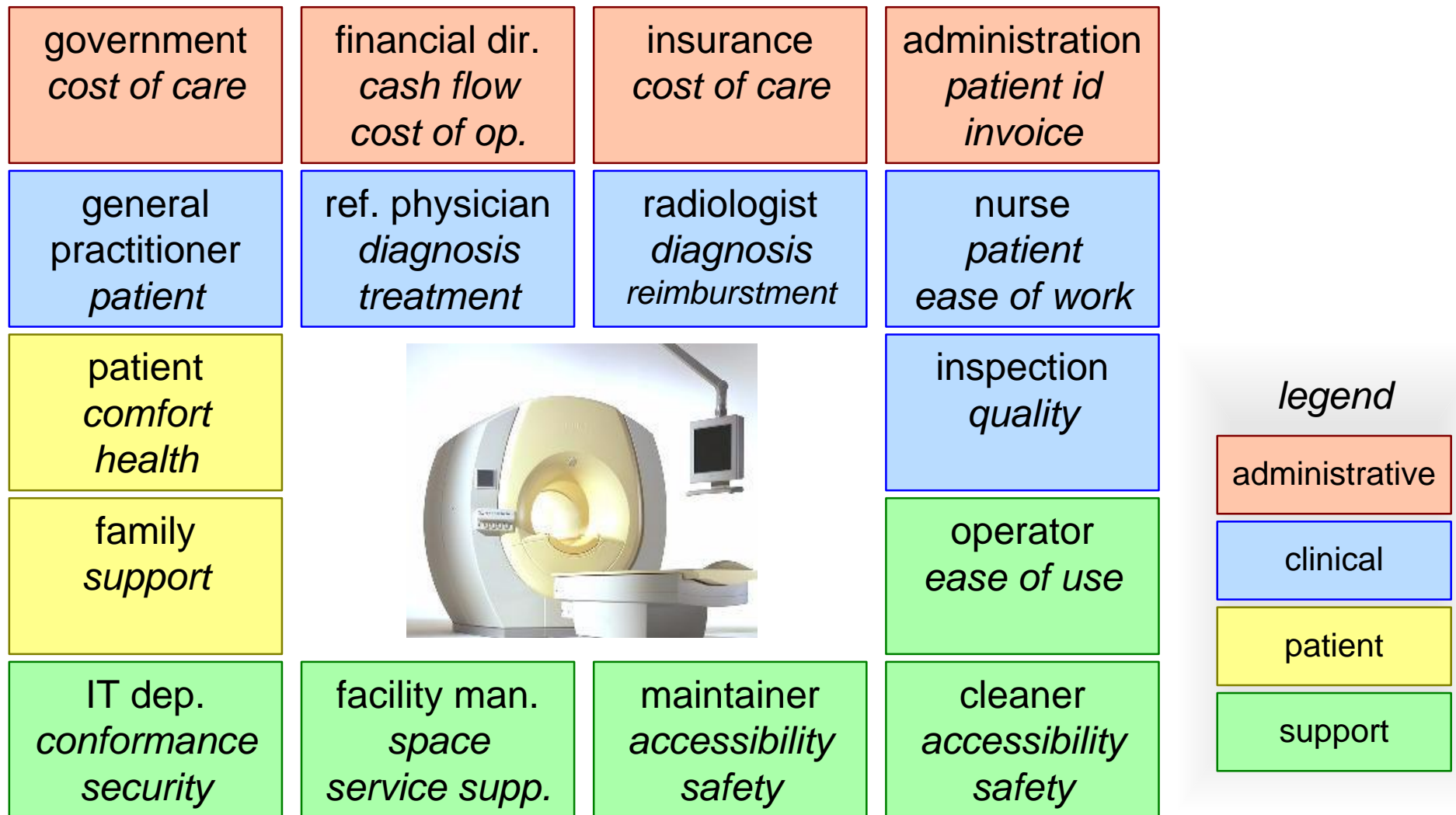
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- Patient George has continuous headache.
- His family doctor has send him to the Neurologist.
- The Neurologist wants to exclude the possibility of a tumor and requests an MRI examination.
- The Radiologists does not see any indication for a tumor.
- The Radiologist sends his report to the Neurologist.
- The Neurologist discusses his findings with the patient and sends a report to the family doctor.

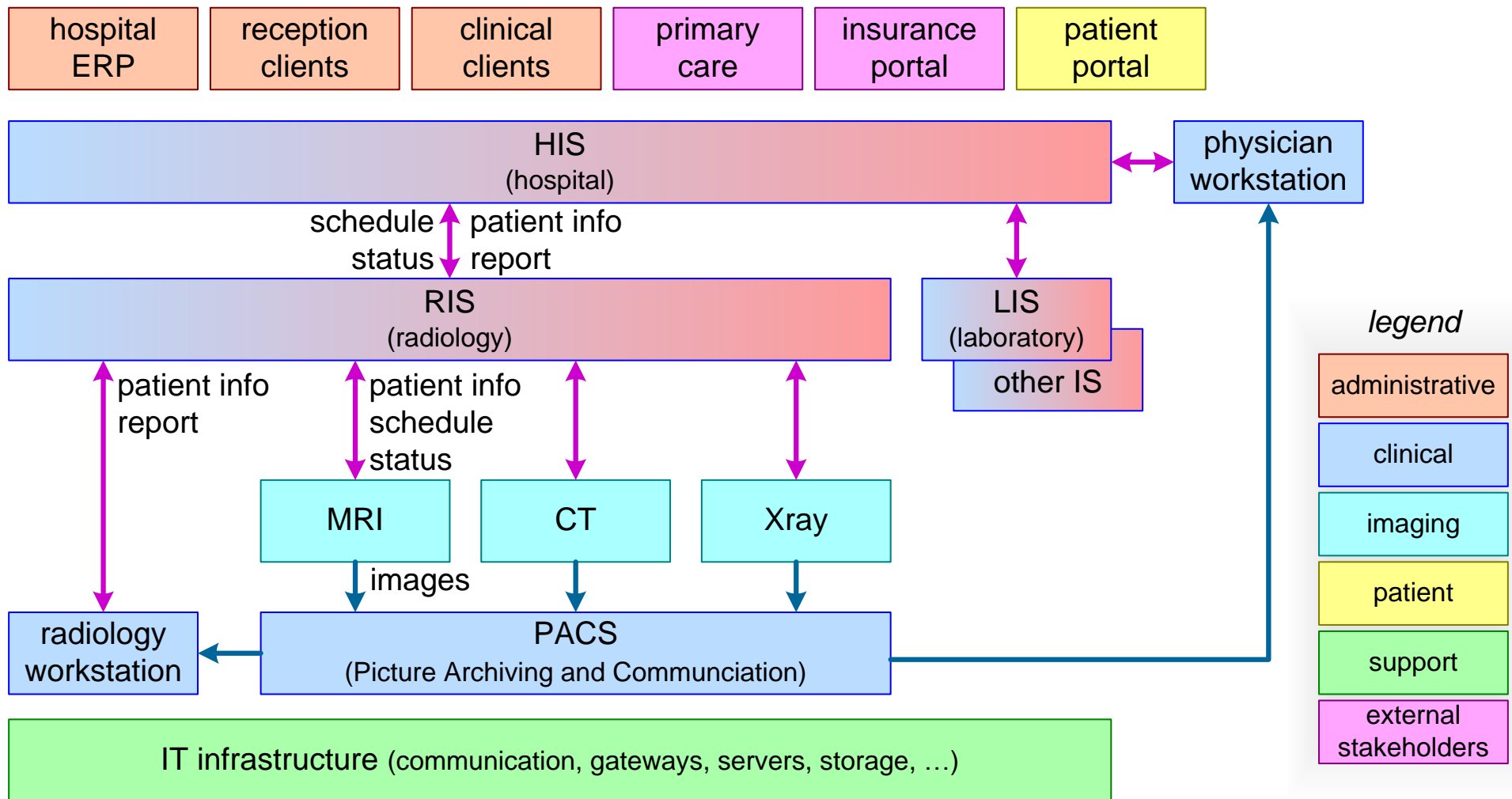
# From Complaint to Diagnosis



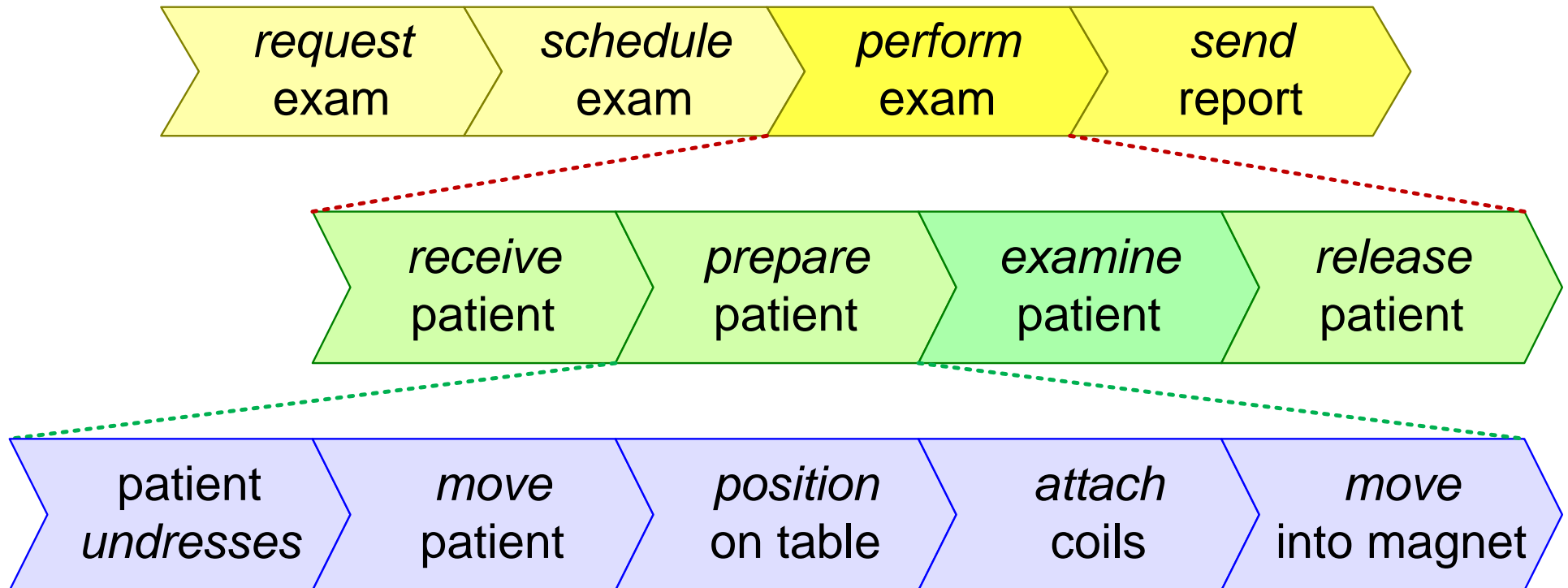
# Stakeholders and concerns MRI scanner



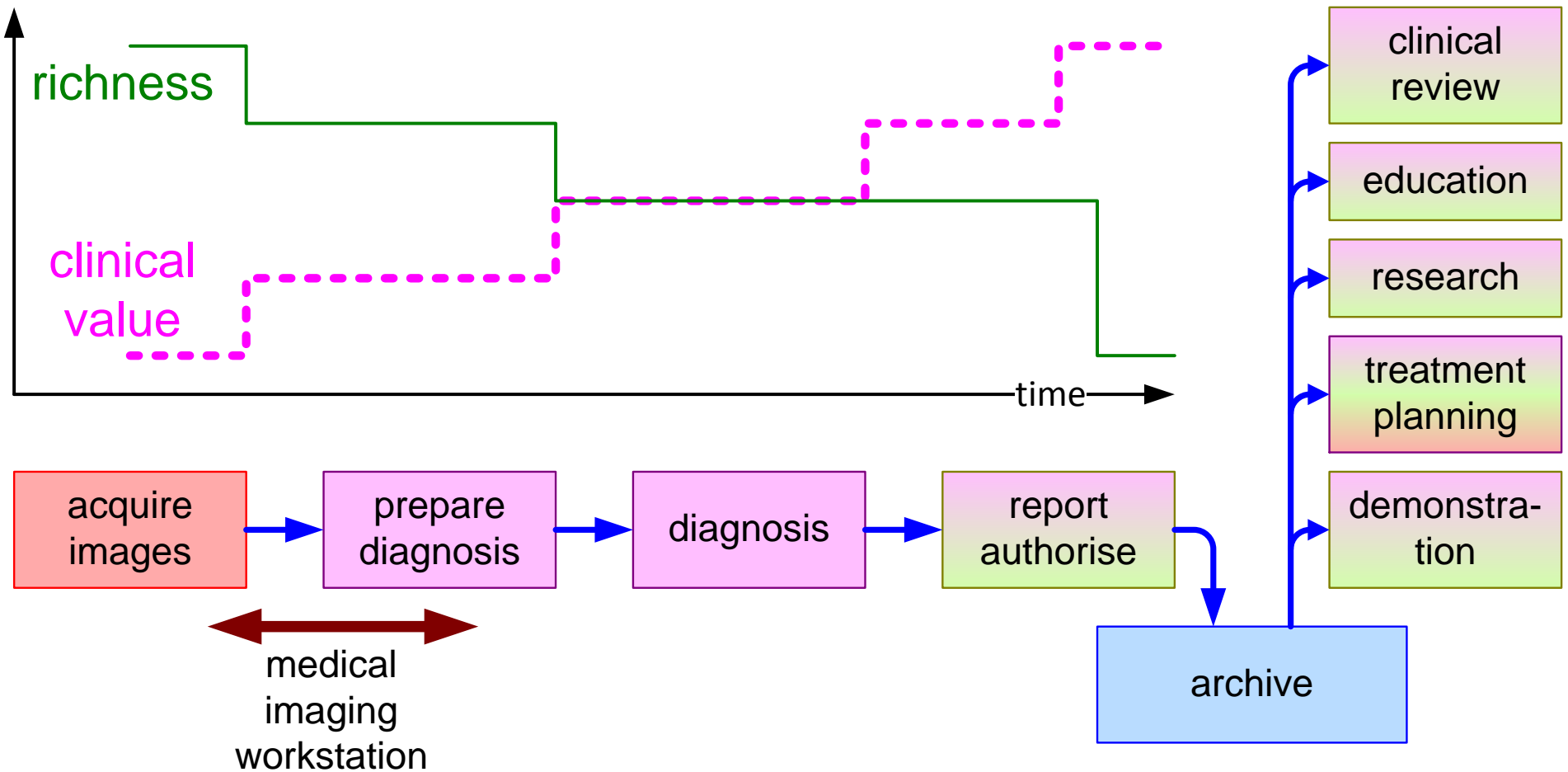
# Context of MRI



# Workflow

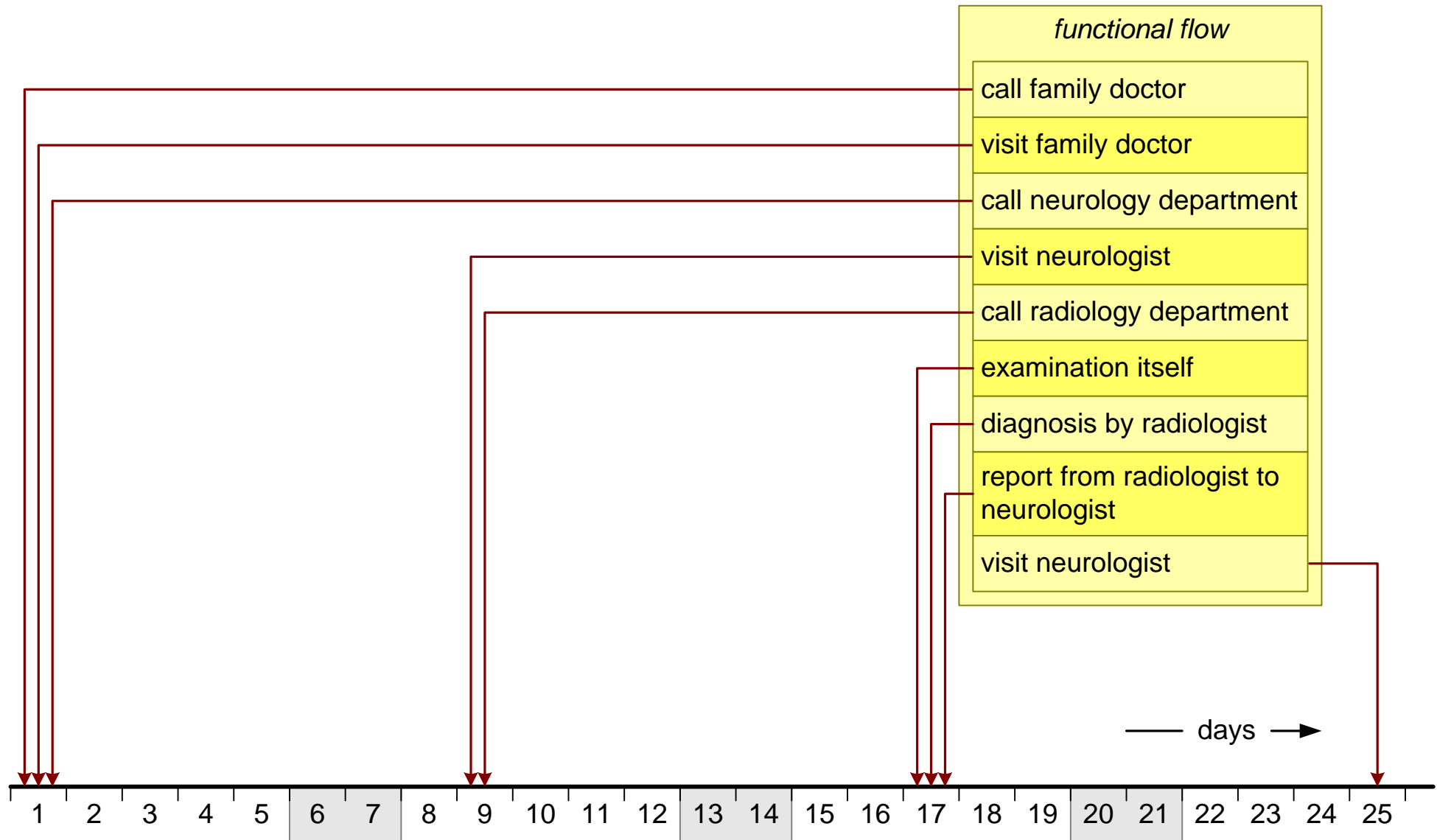


# Clinical Information Flow

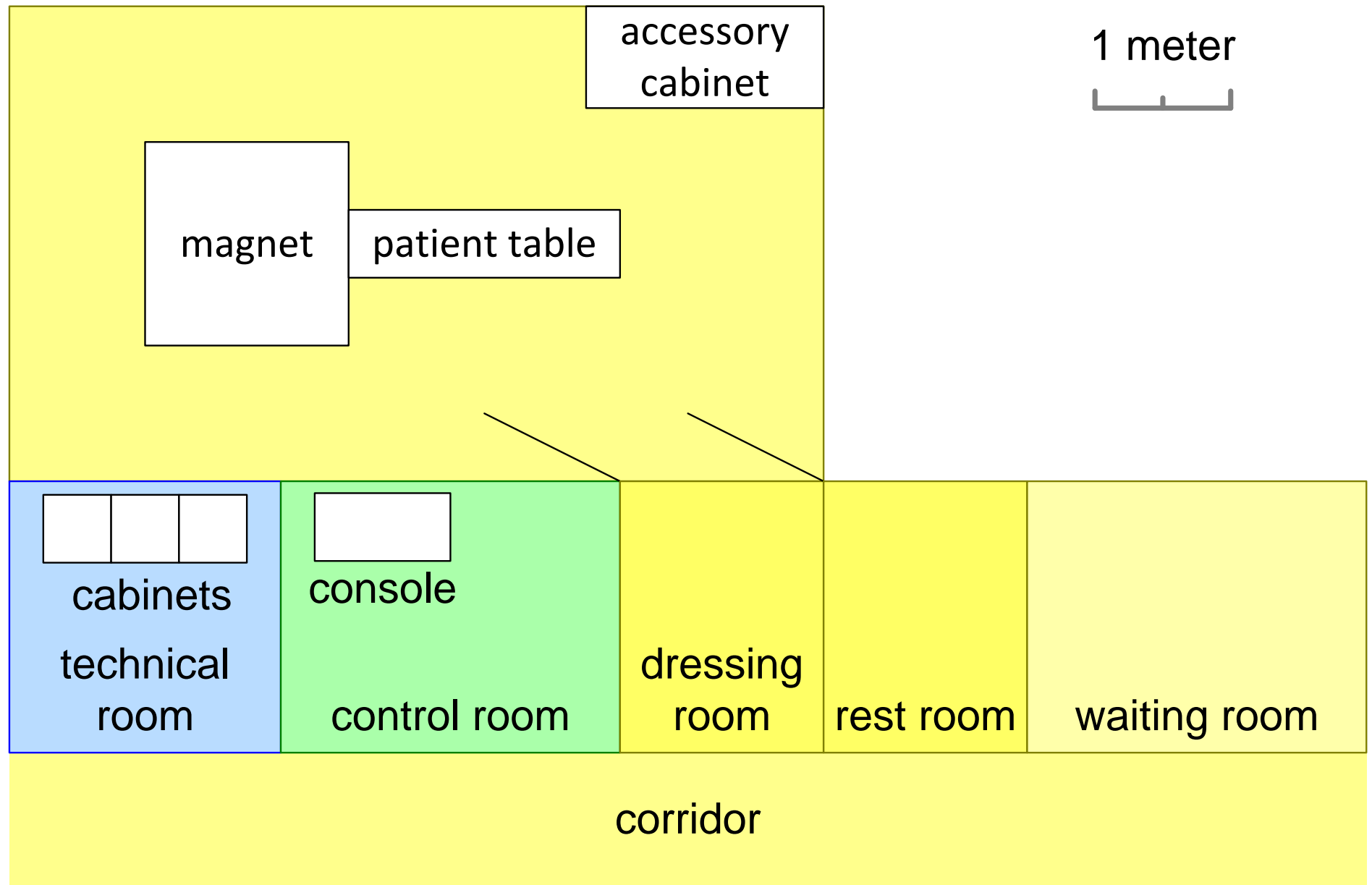




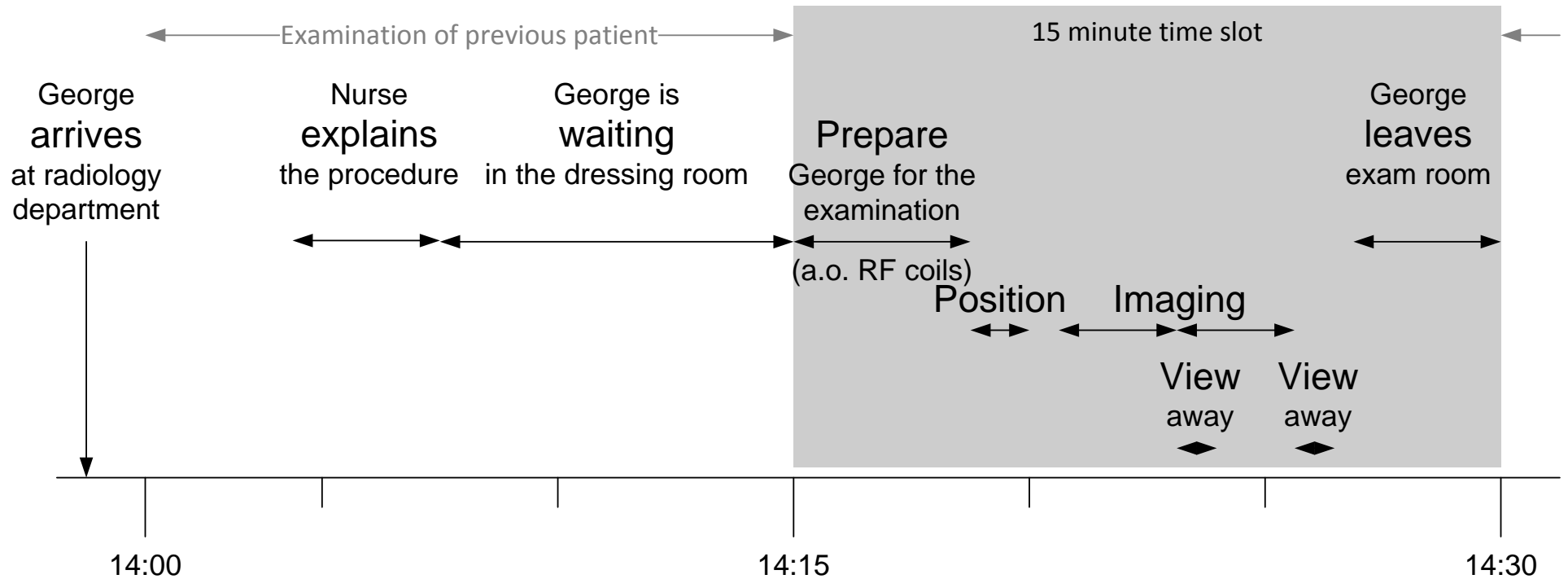
# weeks view: from Complaint to Diagnosis



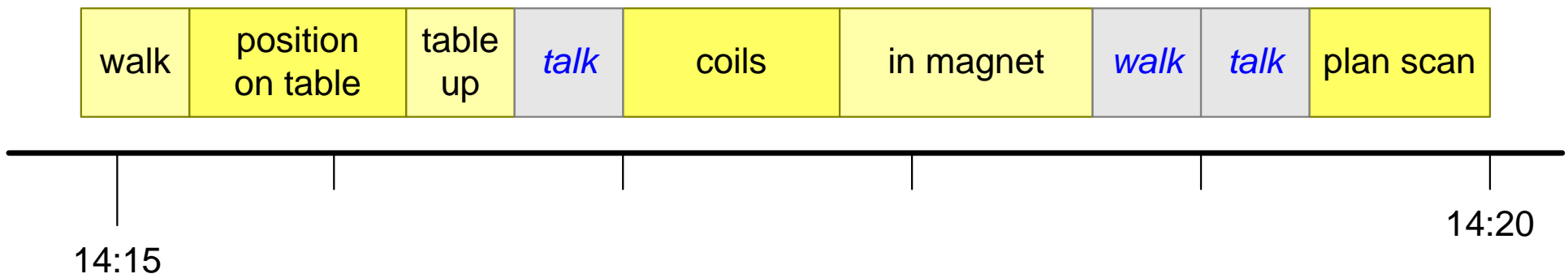
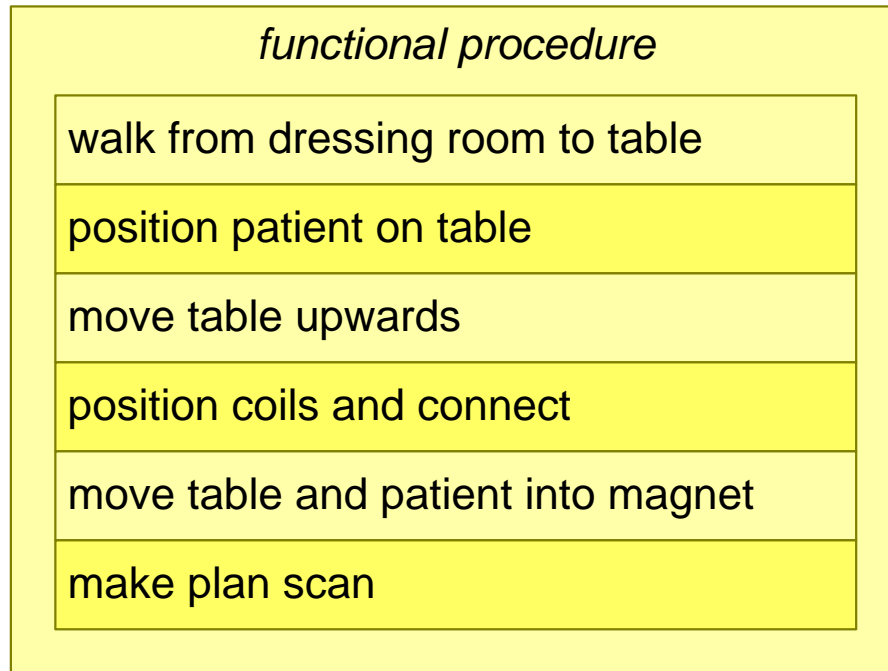
# Room Layout



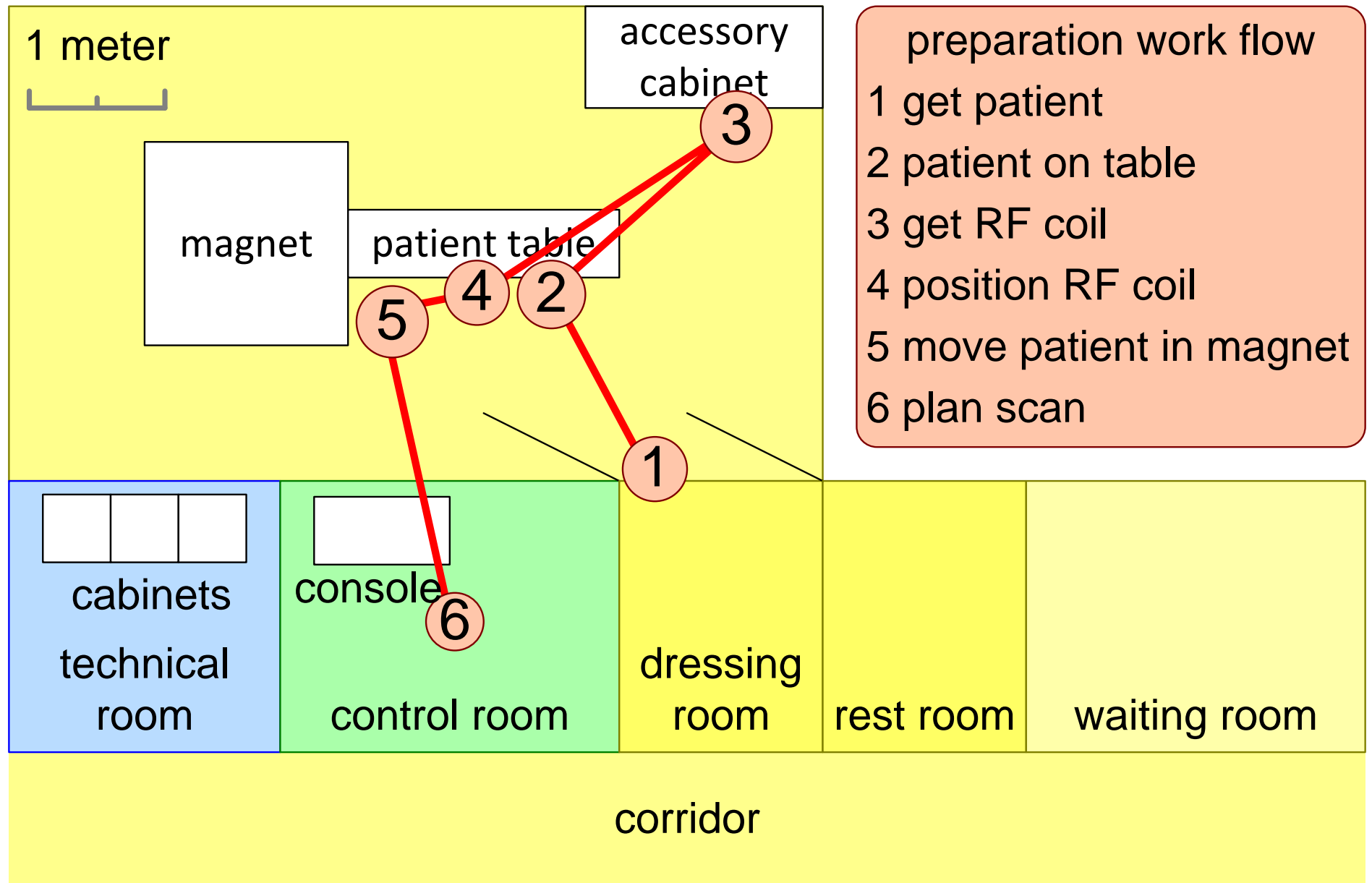
# half hour view: Examination



# 5 minute view: Patient Preparation (1 operator)

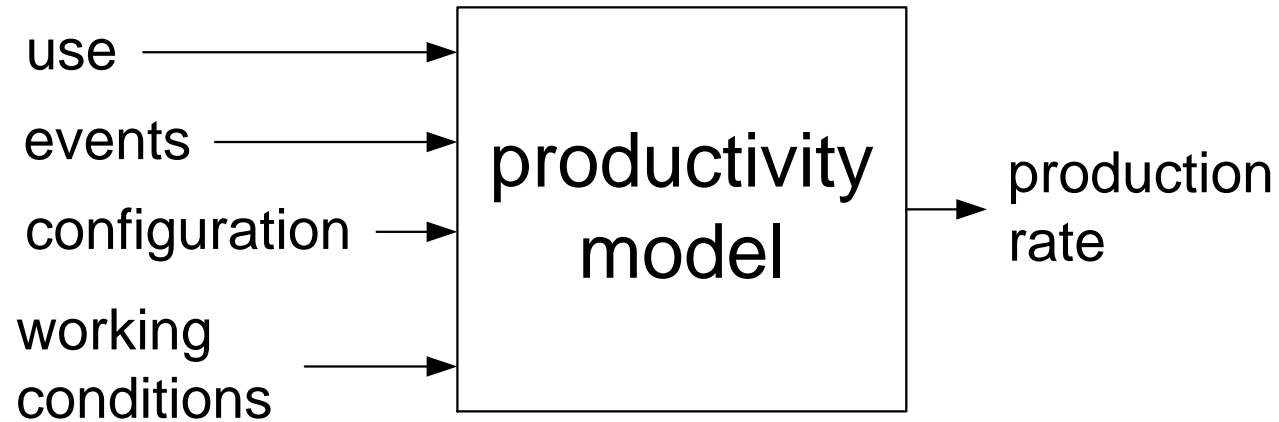


# Patient Preparation Work Flow

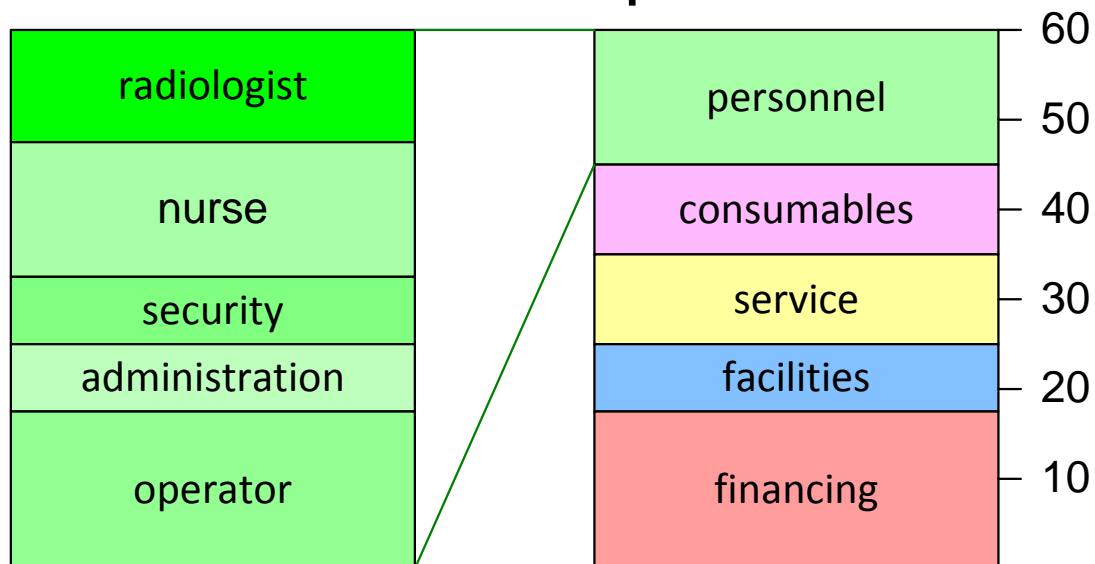


# Productivity and Cost models

typical



## Cost Of Ownership model



# The financial context of the radiology department

